D1
Concl

main server system;

selecting a coupon according to the device ID to thereby identify the coupon appropriate for said user based on the device information; and,

transmitting the selected coupon from the main server system to the client system.

D2

28. (amended) The method of claim 26 further including the step of:

associating the device ID with a remote client system.

29. (amended) The method of claim 28 further including the step of:

generating a printed version of one of the transmitted coupons at the remote client system that includes the device ID.

30. (amended) The method of claim 28 further including the step of:

transmitting a request from the client system to the server system to perform said selecting step wherein the request includes the device ID.

31. (amended) The method of claim 30 wherein said request transmitting step includes the substep of:

automatically including the device ID in the request without

D2
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any intervention by the remote user of the client system.

D3

42. (amended) The method of claim 41 wherein said detecting step includes the substeps of:

determining when one of a plurality of advertising impressions has been displayed on a display portion of the remote client system; and,

determining a sponsor identification of the advertising impression.

D4

44. (amended) A coupon distribution system, comprising:

means for collecting device information from a user of a remote client system indicative of one or more demographic characteristics of the user without obtaining information sufficient to specifically identify the user;

means for associating a device ID with the device information at a main server system;

means for selecting coupons according to the device ID to thereby identify coupons appropriate for the user based on the user's demographic characteristics; and,

means for transmitting the selected coupons from the server system to the client system.

D5

46. (amended) The system of claim 45 further including means for associating the device ID with the remote client system.